



# 2019 Marketing Opportunities Brochure

Connecting You With Key Decision  
Makers From Across The State

## Table of Contents

- 3 Calendar of Events
- 4 Market Analysis
- 6 Economic Forecast Forum
- 8 Environmental Compliance Conference
- 10 Government Affairs Reception
- 12 77th Annual Meeting
- 14 Manufacturing Summit
- 16 Women > A Force in Business
- 18 Transportation & Infrastructure Summit
- 20 Workplace Diversity & Inclusion Conference
- 22 Education & Workforce Conference
- 24 Health Care Conference
- 26 Agribusiness Conference
- 28 Future of North Carolina Forum

**The NC Chamber is the leading business advocacy organization in North Carolina. We work in the legislative, regulatory and political arenas to proactively drive positive change, ensuring that North Carolina is one of the best places in the world to do business.**

### **Interested in sponsoring one of our events?**

Visit [ncchamber.com/events](https://ncchamber.com/events) for more information. The earlier you confirm your involvement, the more exposure we can guarantee.

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# 2019 Calendar of Events

## **Economic Forecast Forum**

January 4, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **Environmental Compliance Conference**

February 6, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **Government Affairs Reception**

February 27, 2019 | Raleigh, NC

## **77th Annual Meeting**

March 21, 2019 | Marriott Raleigh City Center | Raleigh, NC

## **Manufacturing Summit**

April 10, 2019 | Harris Conference Center | Charlotte, NC

## **Women > A Force in Business: Charlotte**

April 30, 2019 | Charlotte Convention Center | Charlotte, NC

## **Transportation & Infrastructure Summit**

May 23, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **Workplace Diversity & Inclusion Conference: Raleigh**

June 13, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **Education & Workforce Conference**

August 20, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **Health Care Conference**

September 20, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

## **North Carolina's Emerging Leaders**

September 24-25, 2019 | Raleigh, NC

## **Agribusiness Conference**

October 4, 2019 | StateView Hotel | Raleigh, NC

## **Workplace Diversity & Inclusion Conference: Charlotte**

October 29, 2019 | Harris Conference Center | Charlotte, NC

## **Women > A Force in Business: Raleigh**

November 19, 2019 | Raleigh Convention Center | Raleigh, NC

## **Future of North Carolina Forum**

December 6, 2019 | The Umstead Hotel and Spa | Cary, NC

*Continuing education credits may be available at select events.  
Events subject to change. Additional events may be added at any time.*

**“Doing business across North Carolina, we value the NC Chamber as a guiding business partner and value the opportunity to engage with top private and public sector experts through timely and convenient signature events.”**

**Sepi Saidi**

*President & CEO,  
SEPI Engineering &  
Construction, Inc.*

## Why Sponsor?

Nearly every month of the year, the NC Chamber offers timely events on issues vital to the sustainability of business professionals. These events are an exceptional opportunity for attendees to engage in discussions, network with fellow businesses and discover the latest trends arising in their industry. In other words, these events provide you with the perfect atmosphere for expanding your reach, promoting your brand and conducting business.

## Powerful Strategic Marketing

We want to ensure our events are as successful and profitable for you and your company as possible. Our integrated marketing campaigns reach hundreds of thousands of business professionals via direct mail, social media, e-mail and print publications.

### Our Reach Includes:

- Targeted direct mail campaigns sent to approximately 3,000 high-ranking business professionals per event.
- Thousands of unique online visitors to event web pages each month.
- Highly segmented e-mail campaigns that reach an average of 8,000 business professionals and earn an impressive 15% open rate per event.
- An average of 500,000+ twitter impressions from live event coverage, with larger events averaging 1-2 million impressions.

### Sponsorship Can Help You:

- Position your employees as thought leaders on critical and timely issues for the business community.
- Create strategic relationships with companies within and across industries.
- Generate productive new leads.
- Spotlight your company's newest initiatives and strengthen your brand.
- Gain access to high-ranking policy influencers.
- Develop, recruit and retain your employees.

## High Profile Speakers

Some of our nation's leading experts in top performing industries are featured at our events, including:

**Lynn Good**

President and CEO, Duke Energy

**Susan O'Malley**

Former President, Washington Sports and Entertainment

**Jim Whitehurst**

President and CEO, Red Hat, Inc.

**Vernice "Flygirl" Armour**

America's first African-American female combat pilot

**Jim Clifton**

CEO and Chairman, Gallup

**Andrea Smith**

Chief Administrative Officer, Bank of America

**Machelle Sanders**

Secretary, NC Department of Administration

**Julia Landauer**

Championship-winning NASCAR driver

**Craig Osterhues**

Health Services Manager, GE Aviation

**James Ray**

Special Advisor to the Secretary for Infrastructure, U.S. Department of Transportation

**Ray Starling**

Chief of Staff, U.S. Department of Agriculture

## Major Sponsors

Our events attract some of the largest corporations in the U.S., including:

**AT&T**

**BASF**

**Bank of America**

**BB&T**

**Biogen**

**Blue Cross and Blue**

**Shield of NC**

**Dell**

**Duke Energy**

**Fidelity Investments**

**First Citizens Bank**

**Food Lion**

**GSK**

**IBM Corporation**

**Martin Marietta**

**Red Hat, Inc.**

**SAS**

**Wells Fargo**

**“Not only does the NC Chamber know how to get things done at the legislature but they help me make the connections I need to grow my business.”**

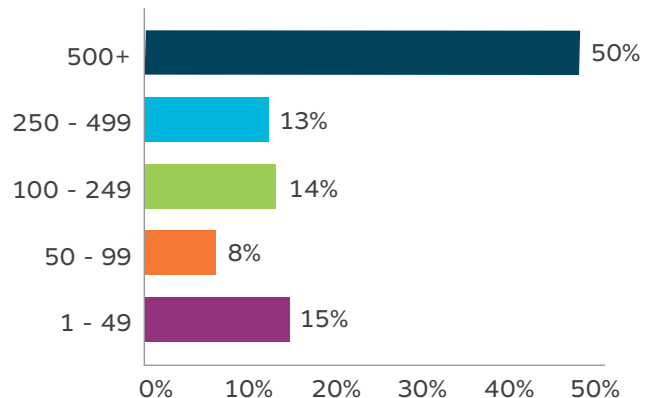
**Steve Morris**

*Executive Vice President,  
Atlantic Natural Foods*

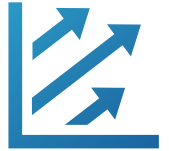
## Attendees By Title

President/Owner	12%
C-Suite	5%
Vice President	17%
Director	23%
Manager	21%

## Attendees By Employer Size



# Economic Forecast Forum



January 4, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

Sure to once again attract a sold-out crowd, the NC Chamber and the North Carolina Bankers Association proudly present the 17th Annual Economic Forecast Forum, a gathering of our state's most powerful and influential leaders, to discuss how the state can become a leader in job retention, job creation and quality of life. This highly acclaimed event provides you with the opportunity to heighten awareness of your company to a statewide audience of more than 700 leaders in business, government, education and nonprofits.



**“Living up to its name, the Forum provides valuable insight into developing economic trends and growth patterns in an ever changing North Carolina. Always a great start to the new year.”**

**Jordan Googe**  
*Allen Tate Realtors*



**PRESENTING**  
 \$30,000
 **CO-SPONSOR**  
 \$10,000
 **GOLD**  
 \$5,000
 **SILVER**  
 \$3,000
 **PATRON**  
 \$1,500
 **PRELIMINARY**  
**SESSION**  
 \$5,000

	PRESENTING \$30,000	CO-SPONSOR \$10,000	GOLD \$5,000	SILVER \$3,000	PATRON \$1,500	PRELIMINARY SESSION \$5,000
Event registrations/seats included	150	30	20	10	10	20
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, NC Chamber and NC Bankers Association event webpages, and in event program	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Recognition and thanks from the podium	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
Prominently displayed pop-up banner (provided by sponsor) at the event	●	●				
Full-page print ad in the event program	●	●				
Half-page ad in the event program			●			●
30-second commercial spot (provided by sponsor) played during the event	●					
Opportunity to distribute promotional materials to attendees	●					
Dedicated registration table	●					
Listing in Carolina Banker magazine as Presenting Sponsor	●					
Preliminary session signage featuring your company's name and logo						●

# Environmental Compliance Conference



February 6, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

This event is targeted toward professionals who manage the environmental and safety compliance matters for their organization, focusing on regulations and how to ensure compliance.

The basis of an effective Environment, Health and Safety (EHS) program remains the strength of its management system and how thoroughly it is integrated into business practices. Join the NC Chamber, NC Department of Environmental Quality officials and industry experts to proactively discuss pressing regulatory issues, legislation, policy decisions and other initiatives on water, waste, air and natural resources that affect business.

**“Every business is affected by environmental compliance. The NC Chamber’s seminar helps keep you informed about what the regulators are doing and planning. The information shared helps businesses assert their needs to the NC legislative and regulatory agencies.”**

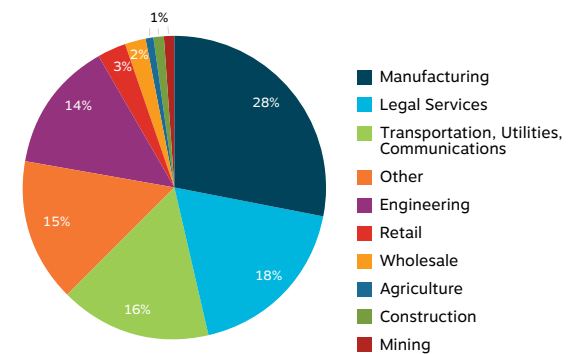
**Jim Nardin**  
Grady-White Boats

## Attendees by Title

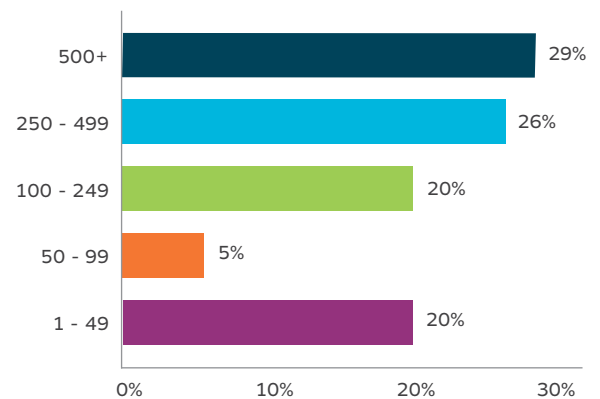
Associate	3%
Attorney	15%
Consultant	1%
C-Suite	1%
Engineer	8%
Environmental/EHS	50%
Government Affairs	3%
Plant and Equipment	2%
President & CEO	7%
Sales Director	1%
Vice President	8%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





	PRESENTING \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,500	EXHIBITOR \$750
Event registrations/seats included	20	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 500,000 impressions for this event, on average	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage and in event program	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval	●				
60-second commercial spot (provided by sponsor) played during the event	●				
Full-page print ad in the event program, placed as back cover	●				
Prominently displayed pop-up banner (provided by sponsor) at the event	●				
Opportunity to distribute promotional materials to attendees	●				
Opportunity to give welcome/introduction remarks	●				
Table top exhibit space					●

# Government Affairs Reception

February 27, 2019 | The Merrimon-Wynne House | Raleigh, NC



The NC Chamber hosts its Government Affairs event to bring together business leaders, local chambers of commerce and policy makers to discuss the aligned business community's jobs agenda and issues crucial to its future.

This event is structured reception-style, giving attendees the chance to enjoy refreshments while networking with the state's legislative leaders and decision-makers.

**“The networking I am able to do at this reception makes it one of the most impactful events I attend all year.”**

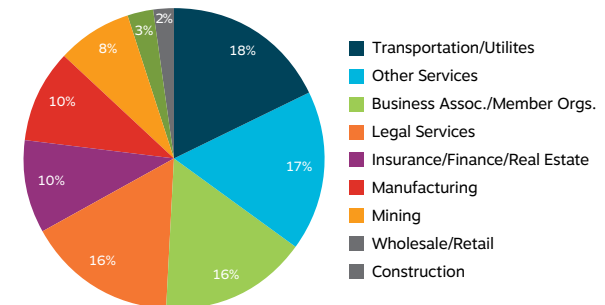
**2018 GA Reception Attendee**

## Attendees by Title

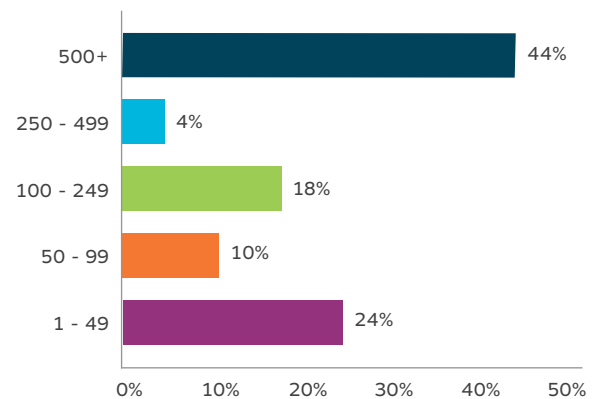
Director	30%
Manager	10%
Partner	5%
President/Owner/CEO	15%
Sales Rep	3%
Strategist/Advisor/Consultant	4%
Vice President	19%
Other	14%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





Good food. Responsibly.®

**PRESENTING**  
\$12,500

**CO-SPONSOR**  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$3,000

**BRONZE**  
\$2,000

	PRESENTING \$12,500	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
Event registrations/seats included	30	20	15	10	5
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts.	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage and in event program	●	●	●	●	●
Reserved seating during program	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●	
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●		
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●			
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●			
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●			
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●			
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval	●	●			
60-second commercial spot (provided by sponsor) played during the event	●				
Full-page print ad in the event program, placed as back cover	●				
Prominently displayed pop-up banner (provided by sponsor) at the event	●				
Opportunity to distribute promotional materials to attendees	●				
Opportunity to give welcome/introduction remarks	●				



# 77th Annual Meeting

March 21, 2019 | Marriott Raleigh City Center | Raleigh, NC

The Annual Meeting is the NC Chamber's flagship event. Each year, the NC Chamber recognizes two individuals who have an outstanding sense of public responsibility by honoring them with the Distinguished Citizenship Award and Distinguished Public Service Award.

The 77th Annual Meeting will be structured as an afternoon program, including a compelling keynote speaker and a celebration of the NC Chamber's two annual award recipients. The event concludes with a networking reception, replete with complimentary cocktails and wine, allowing sponsors and guests to connect with influencers and political leaders from across the state in a relaxed setting.

**“An important meeting to learn and to network with key state leaders. The concise format makes attendance time well spent.”**

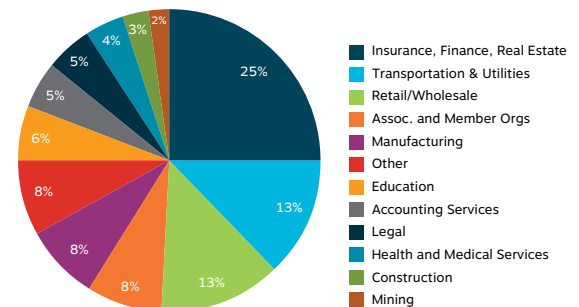
**Smedes York**  
Chairman, York Properties

## Attendees by Title

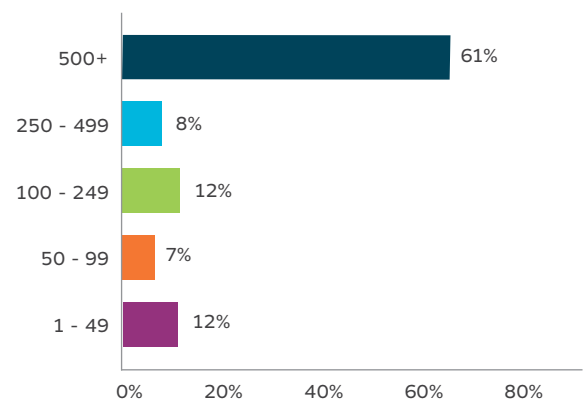
C-Suite	3%
Director	17%
Manager	11%
President/Owner	18%
Vice President	29%
Legal	7%
Government Affairs	10%
Other	5%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





**PRESENTING**  
 \$35,000  
**CO-SPONSOR**  
 \$12,500  
**PLATINUM**  
 \$10,000  
**GOLD**  
 \$7,500  
**SILVER**  
 \$5,000  
**BRONZE**  
 \$2,500  
**RECEPTION SPONSOR**  
 \$10,000

	PRESENTING \$35,000	CO-SPONSOR \$12,500	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	RECEPTION SPONSOR \$10,000
Event registrations/seats included	40	20	17	15	10	5	10
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 500,000 impressions for this event, on average	●	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●	●		●
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●	●			●
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●					
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●					
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●					
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●					
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●					
60-second commercial spot (provided by sponsor) played during the event	●						
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover.	●	●	●				●
Half-page ad in the event program				●			
Prominently displayed pop-up banner (provided by sponsor) at the event	●						●
Opportunity to distribute promotional materials to attendees	●						
Opportunity to give welcome/introduction remarks	●						



# Manufacturing Summit

April 10, 2019 | Harris Conference Center | Charlotte, NC

The NC Chamber is the exclusive state affiliate for the National Association of Manufacturers, so industry leaders are always in attendance at this event. Topics will address regulatory issues, workforce solutions and other issues currently impacting the manufacturing industry.

**“Panels were very specific; training and skillset acquisition experiences from the speakers were very relevant.”**

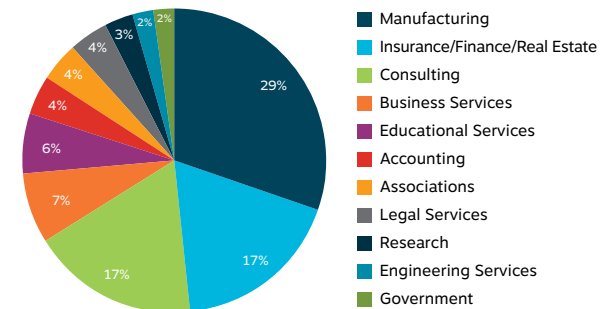
**Kyle Martin**  
*Electroswitch Electronic Products*

## Attendees by Title

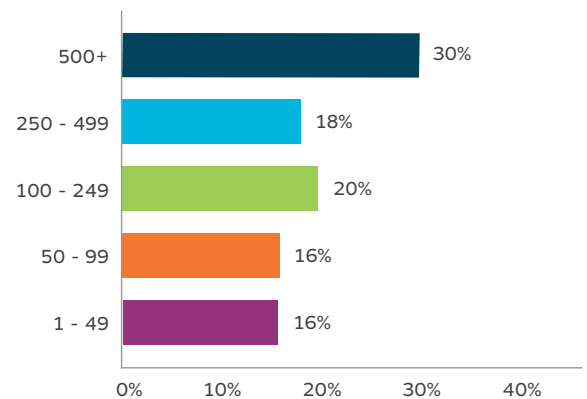
Director	21%
Manager	41%
President/CEO	12%
Vice President	14%
Human Resources	11%
Development	14%
Finance	9%
Operations/Logistics	7%
Environment	2%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size



	PRESENTING \$6,000	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,500	EXHIBITOR \$750
Event registrations/seats included	15	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 500,000 impressions for this event, on average	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage and in event program	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval	●				
60-second commercial spot (provided by sponsor) played during the event	●				
Full-page print ad in the event program, placed as back cover	●				
Prominently displayed pop-up banner (provided by sponsor) at the event	●				
Opportunity to distribute promotional materials to attendees	●				
Opportunity to give welcome/introduction remarks	●				
Table top exhibit space					●

# Women > A Force in Business



**Charlotte:** April 30, 2019 | Charlotte Convention Center | Charlotte, NC

**Raleigh:** November 19, 2019 | Raleigh Convention Center | Raleigh, NC

As North Carolina's population continues to grow at a rapid rate, workplace and cultural standards are changing. Women are increasingly filling roles in board rooms, wielding buying power and launching businesses of their own. There are many pathways to leadership for females in North Carolina. Join us as we explore how to get there, what it's like at the top and how men and women can work together to bring along the next generation of female leaders. This is the most highly attended NC Chamber event and promises incredibly high ROI for event sponsors.

**“This event felt more like a community than a conference. I loved finding a common ground with women from a variety of industries and having a safe space to talk about issues that are usually uncomfortable to talk about.”**

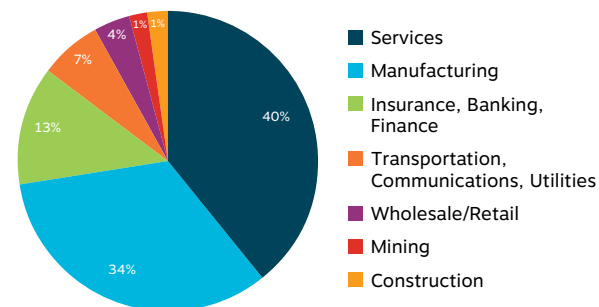
**2017 Women > A Force in Business Attendee**

## Attendees by Title

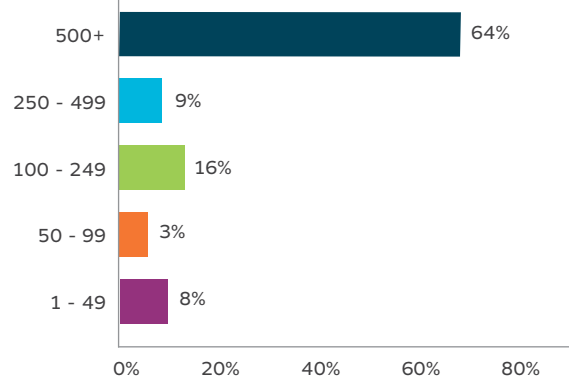
Communications	5%
Director	21%
Finance	1%
Government Affairs	6%
Human Resources	9%
Legal	4%
Manager/Supervisor	23%
President/CEO	6%
C-Suite	3%
Vice President	12%
Coordinator/Specialist/Associate	7%
Assistant	4%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





	PRESENTING \$35,000	CO-SPONSOR \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000	EXHIBITOR \$495
Event registrations/seats included	65	35	25	20	15	10	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●	●
Listing and logo as event sponsor in mobile app, including company profile page that connects to your preferred landing page	●	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●					
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●					
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●					
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●					
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●					
Opportunity to send one push notification to all attendees through event mobile app up to three days before the event	●	●					
60-second commercial spot (provided by sponsor) played during the event	●						
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover.	●	●					
Half-page ad in the event program			●	●			
Quarter-page ad in event program					●		
Prominently displayed pop-up banner (provided by sponsor) at the event	●						
Opportunity to distribute promotional materials to attendees	●						
Opportunity to give welcome/introduction remarks	●						
Table top exhibit space	●	●					●

# Transportation & Infrastructure Summit



May 23, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC

With the passage of Build NC, North Carolina now has a strong plan in place to ensure our state's transportation and infrastructure networks will reliably carry our state into the future. However, a growing population, emerging technologies and continued innovation continue to raise questions about what these networks will look like and how they will impact the overall business community. This event will address current and future transportation and infrastructure issues in North Carolina with a focus on what's changing, where we're headed and how we'll get there.

**“This summit speaks to all of the issues with regard to transportation and infrastructure needs in North Carolina and what the future holds. Very informative, exceptional panels and speakers.”**

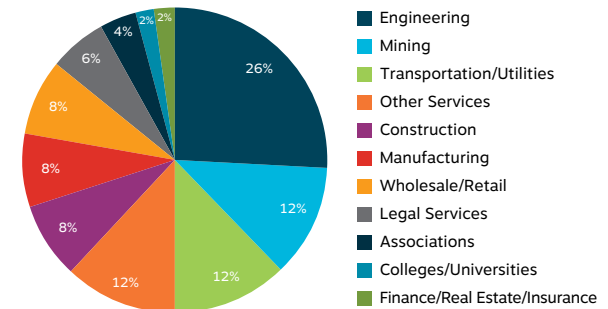
**Lennie Bernstein**  
Marsh and McLennan Companies

## Attendees by Title

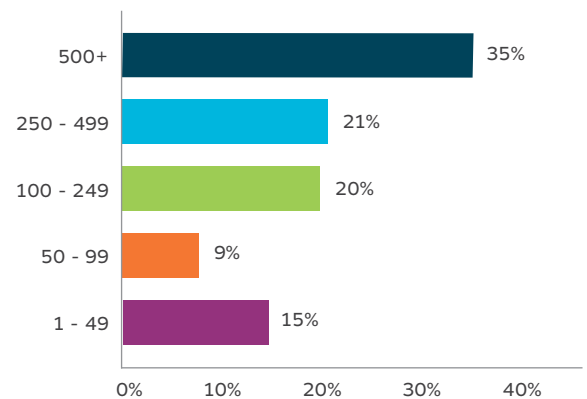
C-Suite	3%
Director	14%
Manager	28%
President/Owner	7%
Senior Level	5%
Vice President	19%
Other	52%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





**PRESENTING**  
 \$10,000  
**CO-SPONSOR**  
 \$1,500  
**GOLD**  
 \$5,000  
**SILVER**  
 \$3,000  
**BRONZE**  
 \$2,000  
**EXHIBITOR**  
 \$1,000

	PRESENTING \$10,000	CO-SPONSOR \$1,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$1,000
Event registrations/seats included	20	15	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage and in event program	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated email blast (provided by sponsor) sent to past, present and prospective attendees	●	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●

# Workplace Diversity & Inclusion Conference



**Raleigh:** June 13, 2019 | Sheraton Imperial Hotel & Convention Center | Durham, NC  
**Charlotte:** October 29, 2019 | Harris Conference Center | Charlotte, NC

2017 marked the NC Chamber’s inaugural Workplace Diversity & Inclusion Conference, and it has quickly become one of the Chamber’s most anticipated events. This timely, information-packed program covers topics such as recruiting for diversity; fostering a culture of belonging; data-driven evaluation of D&I initiatives; unconscious bias, and more. Content will be valuable for a wide range of organizations and attendees, ranging from the young professional to seasoned executive. Seats and sponsorships are expected to sell out quickly for this event.

**“This event gave me tools to be a champion at work. I look forward to the opportunities for future interaction with the speakers provided to advance diversity and inclusion at my company.”**

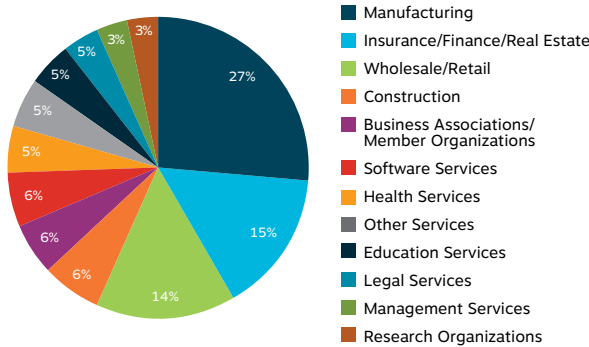
**Rich Kelly**  
*BD Technologies & Innovation*

### Attendees by Title

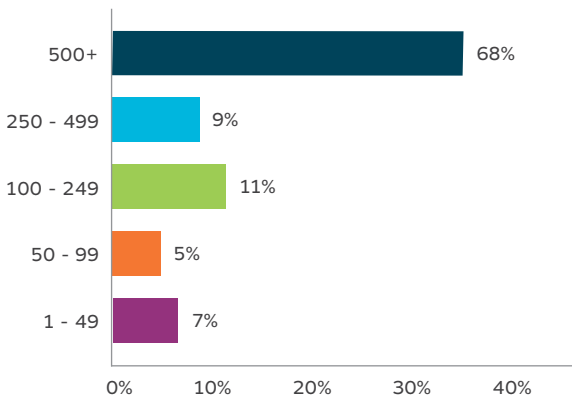
Manager	35%
C-Suite	4%
Specialist/Associate	8%
President	2%
Vice President	14%
Partner	4%
Coordinator	7%
Other	26%

*Categories are not mutually exclusive.*

### Attendees by Industry



### Employer Size



	PRESENTING \$15,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$1,000
Event registrations/seats included	25	15	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 2 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including email blasts and press releases	●	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional email sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



# Education & Workforce Conference

August 20, 2019 | Sheraton Imperial Hotel and Convention Center | Durham, NC

Today's employers are ever more aware of the need for effective education systems at all levels to ensure students are prepared for the 21st-century global marketplace. This event brings together educators and business leaders to share ideas and collaborate on the roles each can play in ensuring the state's students are college and career ready for the jobs of tomorrow.

**“An enlightening and comprehensive approach on reiterating the correlation between education and business, and how these impact workforce development.”**

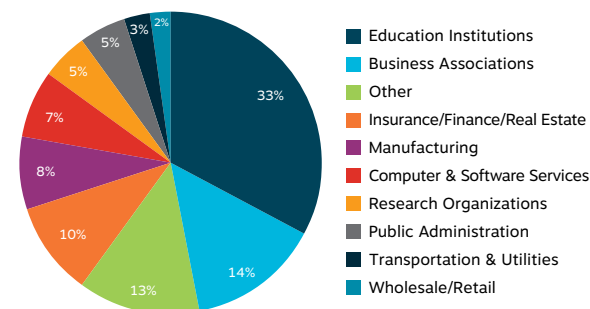
**Elaine Clodfelter**  
 VP of Student Services  
 South Piedmont Community College

## Attendees by Title

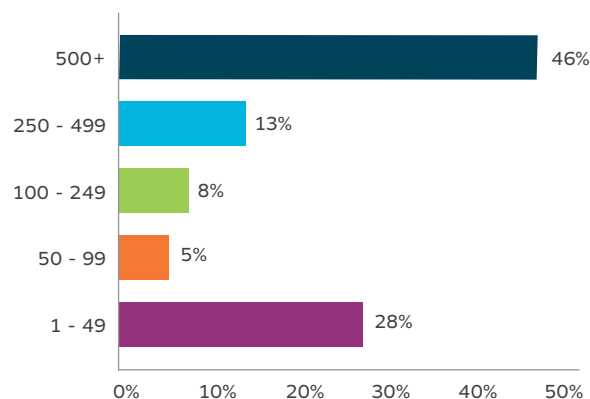
Educator/Coach	11%
C-Suite/President	21%
Vice President	11%
Director	27%
Manager	7%
Analyst	3%
Community Development Relations	6%
Workforce Development/HR	11%
Government Affairs	5%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





**PRESENTING**  
 \$10,000  
**CO-SPONSOR**  
 \$7,500  
**GOLD**  
 \$5,000  
**SILVER**  
 \$3,000  
**BRONZE**  
 \$2,000  
**EXHIBITOR**  
 \$500

	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$500
Event registrations/seats included	15	12	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



# Health Care Conference

September 20, 2019 | Sheraton Imperial Hotel and Convention Center | Durham, NC

Since the NC Chamber Foundation released its *Roadmap to Value-Driven Health* study in 2016, strong gains have been made in the transformation of health care across North Carolina. With the overall goal of making NC a top 10 state for health care and health care value, industry leaders have been tirelessly exploring best approaches to the overhaul, which will significantly impact job creators, business climate and talent supply throughout the state.

This year's Health Care Conference will provide the latest updates on the drive towards value-driven health care: Where are we in the process? How do we reach the finish line? What are the implications for employers across the state?

Join us for this critical discussion; the more voices at the table, the more quickly we finish the race.

**“This was a hard-hitting and frank assessment of the challenges to improving NC health care.”**

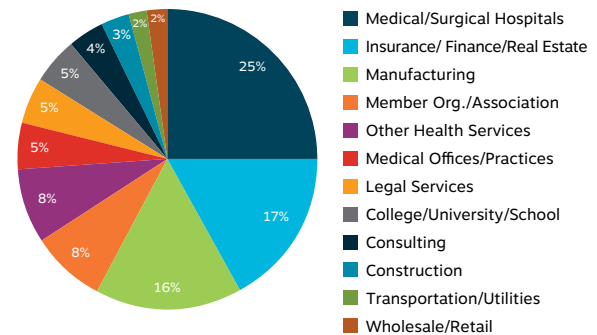
**Lucien Roughton**  
RND Architects

## Attendees by Title

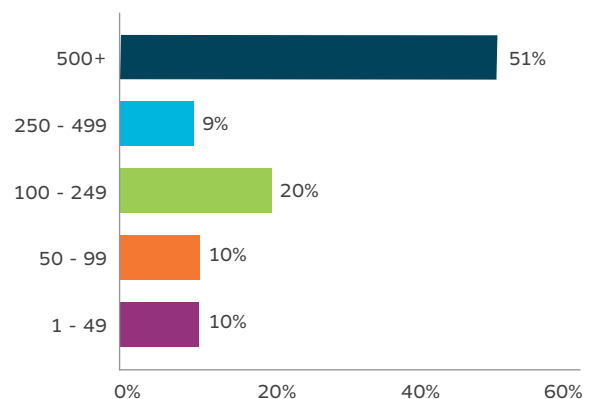
C-Suite	5%
Director	26%
Manager	9%
President/CEO	16%
Vice President	25%
Other	19%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size





	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$1,000
Event registrations/seats included	15	12	10	7	5	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner almost 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



# Agribusiness Conference

October 4, 2019 | StateView Hotel | Raleigh, NC

North Carolina's agriculture industry contributed \$84 billion to the state economy in 2016, representing 17% of the state's overall income. Ranked 8th in the U.S. for value of agricultural products sold, the agriculture industry is critical to North Carolina's reputation as an economic leader in the Southeast. However, farmers and agricultural businesses across the state recognize they must adapt to a changing workforce, evolving technology and the latest state and federal regulations to continue thriving within their sector. The NC Chamber's Agribusiness Conference addresses these issues to ensure the industry as a whole can keep its wheels in motion for the continued prosperity of the state.

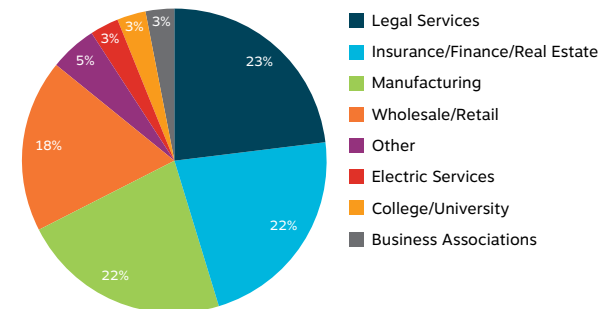


## Attendees by Title

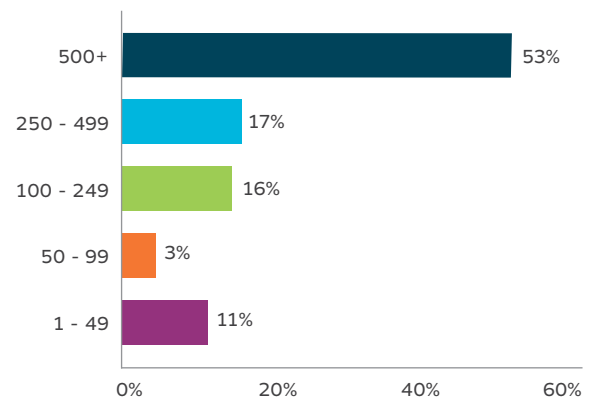
President/Owner/CEO	14%
C-Suite	6%
Vice President	17%
Director	17%
Manager	9%
Legal	4%
Political/Government Affairs	9%
Partner	4%
Sales/Marketing	7%
Other	13%

*Categories are not mutually exclusive.*

## Attendees by Industry



## Employer Size



	<b>PRESENTING</b> \$12,500	<b>CO-SPONSOR</b> \$7,500	<b>GOLD</b> \$5,000	<b>SILVER</b> \$3,000	<b>BRONZE</b> \$2,000	<b>EXHIBITOR</b> \$1,000
Event registrations/seats included	20	15	10	7	4	2
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	●	●				
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page print ad in the event program, placed as back cover	●					
Prominently displayed banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



# Future of North Carolina Forum

December 6, 2019 | The Umstead Hotel and Spa | Cary, NC

North Carolina expects to add nearly 2 million people by 2030. If that happens, North Carolina will become the seventh most populous state in the country. Are we ready? Do we have the necessary infrastructure in place? Will job growth keep pace with the growth of our population? Will our talent supply have the skills needed for the 21st century marketplace? Brought to you by the NC Chamber Foundation, this high-level event will address these questions and will help find ways to use our collective influence to shape our future.

**“This event is a platform for effective economic development strategies and tools that we need to create a stronger future for North Carolina.”**

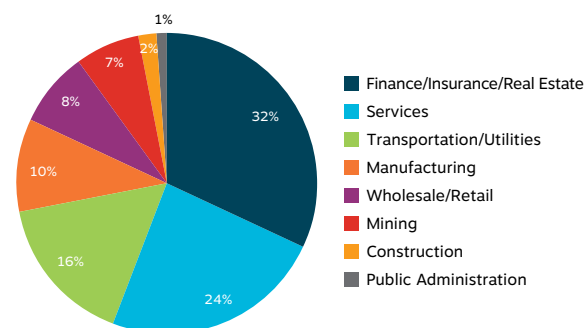
Future of NC Forum Attendee

## Attendees by Title

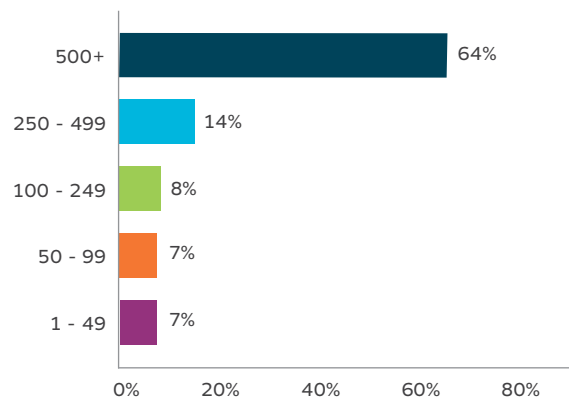
Attorney	2%
C-Suite	11%
Director/Manager	26%
Government Affairs	9%
Partner	3%
President/CEO	20%
Sales/Marketing	11%
Vice President	11%
Other	7%

Categories are not mutually exclusive.

## Attendees by Industry



## Employer Size



PRESENTING  
\$15,000  
CO-SPONSOR  
\$10,000  
SIGNATURE SPONSOR  
\$5,000  
PILLAR SPONSOR\*  
\$2,500

	PRESENTING \$15,000	CO-SPONSOR \$10,000	SIGNATURE SPONSOR \$5,000	PILLAR SPONSOR* \$2,500
Event registrations/seats included	20	10	7	5
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	•	•	•	•
List of attendees, including name, title and company (provided the day before the event)	•	•	•	•
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	•	•	•	•
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	•	•	•	•
Link to company landing page placed on the NC Chamber event page	•	•	•	
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	•	•	•	
Company listing on all event promotional materials, including email blasts and press releases	•	•		
First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2019 event	•	•		
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	•	•		
Dedicated e-mail blast (provided by sponsor) sent to past, present and prospective attendees	•	•		
Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	•	•		
60-second commercial spot (provided by sponsor) played during the event	•			
Full-page print ad in the event program. Presenting sponsor's ad will be placed as back cover.	•	•		
Prominently displayed pop-up banner (provided by sponsor) at the event	•			
Opportunity to distribute promotional materials to attendees	•			
Opportunity to give welcome/introduction remarks	•			

\* Pillar Sponsors may choose to sponsor a table that represents one of the NC Chamber's *Vision 2030* pillars: Education & Talent Supply; Competitive Business Climate; Infrastructure & Growth Leadership; Entrepreneurship & Innovation.

As we continue to provide educational and networking platforms for local businesses, please know that our sponsors are vital to the success of our events.

**You are truly appreciated.**

**NC  Chamber**

# A Special Thanks to Past Sponsors

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Golden Corral Corporation  
Grady-White Boats, Inc.  
Greene Resources, Inc.  
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Honda Aircraft Company  
Human Technologies Inc.  
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McGuireWoods, LLP  
McKim & Creed, Inc.  
MCNC  
Mechanics and Farmers Bank  
Medical Mutual Holdings, Inc.  
Mejor Health  
Mid-Atlantic Associates, Inc.  
Mt. Olive  
NC Agribusiness Council, Inc.  
NC Association of Nurse Anesthetists  
NC Department of Commerce  
NC Department of Insurance  
NC Early Childhood Foundation  
NC Science, Mathematics and Technology Education Center  
NC State Ports Authority  
NC Virtual Public School  
North Carolina Community Foundation, Inc.  
North Carolina Farm Bureau Federation  
North Carolina Railroad Company  
North Carolina State University Industry Expansion Solutions  
North Carolina's Electric Cooperatives  
North State Bank  
Novant Health, Inc.  
Nucor Corporation  
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For more information about sponsoring a future event, visit [ncchamber.com/events](http://ncchamber.com/events)



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